Application Serial No. 10/551,815   PATENT
Reply to office action of October 2, 2008   Docket: CU-4443

Amendments To The Claims

The listing of claims presented below will replace all prior versions, and listings, of claims in the application.

Listing of claims:

1.   (**currently amended**) A method for providing local information search results in response to a search request input through a communication network by a searcher utilizing a keyword, the method comprising the steps of:

receiving a first local information **from the searcher** comprising at least a location information of the searcher related to the searcher;

maintaining the first local information for searching related to the searcher;

receiving a second local information comprising at least a location information of one or more of search items related to a network information provider;

maintaining a database including the search items related to the network information provider, wherein some of the search items are related to the keyword of the searcher;

receiving the search request from the searcher utilizing **both** the keyword **and the maintained first local information related to the searcher**;

identifying at least more than one search item related to the keyword that matches the search request and selecting the search item related to the second local information matched to the first local information, among the identified search items, wherein the second local information matched to the first local information comprises both the second local information that is in agreement with the first local information and

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the second local information that is closely related to the first local information; and

arranging at least a part of the search items according to a predetermined search

item arranging method in arranging the selected search items.

2.   (original) The method according to claim 1,

wherein the step of arranging at least a part of the search items according to the

predetermined search item arranging method comprises the step of arranging the

selected search item preferentially.

3.   (cancelled)

4.   (previously presented) The method according to claim 1,

wherein the step of arranging at least a part of the search items according to the

predetermined search item arranging method, is to preferentially arrange the search

item related to the second local information that is in agreement with the first local

information and subsequently arrange the search item related to the second local

information closely related to the first local information.

5.   (previously presented) The method according to claim 1,

wherein the step of maintaining the first local information for searching related to

the searcher comprises the step of storing the first local information as search

configuration setting information of the searcher, and the step of receiving the search

request from the searcher comprises the step of obtaining the first local information from

the stored search configuration setting information.

6.   (previously presented) The method according to claim 5,

wherein the step of storing the first local information as the search configuration

setting information of the searcher and the step of receiving the search request from the

searcher comprise a log-in procedure by the searcher.

7.   (previously presented) The method according to claim 1,

wherein the step of maintaining the first local information for searching related to

the searcher comprises the step of storing the first local information in the form of a

cookie file at a searcher's terminal, and the step of receiving the search request from

the searcher comprises the step of accessing to the cookie file and obtaining the first

local information.

8.   (previously presented) The method according to claim 1,

wherein the step of maintaining the first local information for searching related to

the searcher comprises the step of installing a client program at a searcher's terminal,

and the step of receiving the search request from the searcher comprises the step of

receiving the first local information using the client program installed in the searcher's

terminal.

9.   (previously presented) The method according to claim 1,

wherein the step of maintaining the database includes the step of receiving the

second local information from the network information provider.

10.   (previously presented) The method according to claim 1,

wherein the step of maintaining the database includes the step of extracting the

second local information from a website of the network information provider.

11.   (previously presented) The method according to claim 1,

wherein the step of maintaining the database includes the step of extracting the

second local information from configuration setting information of the network

information provider.

12.   (currently amended) The method according to claim 11, wherein the step of

extracting the second local information comprises the steps of:

maintaining a telephone exchange number and the second local information

regarding the telephone exchange number, for a telephone number database;

obtaining information of the telephone exchange number, in which the

configuration setting information includes the telephone exchange number of the

network information provider; and

identifying the **second** f̶i̶r̶s̶t̶ local information that is in agreement with

information of the telephone exchange number of the network information provider with

reference to the telephone number database.

13.   (original) The method according to claim 1,

wherein the predetermined search item arranging method is one among a keyword banner, knowledge search results, a sponsor link, a category, and a plus site.

14.   (previously presented) The method according to claim 1,

wherein the step of maintaining the database includes the step of receiving network information from the network information provider to register the network information at a database, and relating the registered network information to a plurality of the search items.

15.   (currently amended) A method for providing local information search results in response to a search request input through a communication network by a searcher utilizing a keyword, the method comprising the steps of:

receiving a first local information **from the searcher** comprising at least a location information for searching from the searcher and storing the received first local information for searching;

maintaining the first local information searching related to the searcher;

maintaining a second local information comprising at least a location information of one or more of search items for searching related to the searcher;

receiving a request for a local advertisement related to the second local information, from a network information provider;

maintaining a plurality of search items related to a keyword, in which the search items are related to the second local information in response to the request for the local advertisement;

receiving the search request from the searcher **utilizing both the keyword and**

the maintained first local information related to the searcher;

identifying at least more than one search item related to the keyword that meets

the search request and selecting the second local information and search item related

to the second local information matched to the first local information, among the

identified search items, wherein the second local information matched to the first local

information comprises both the second local information that is in agreement with the

first local information and the second local information that is closely related to the first

local information; and

arranging at least a part of the search items according to a predetermined search

item arranging method in arranging the selected search items.

16.   (original) The method according to claim 15, further comprising the steps of:

determining a predetermined advertisement charge for the local advertisement,

wherein the advertisement charge is differently determined depending on

the local information related to the local advertisement.

17.   (original) The method according to claim 15, further comprising the steps of:

determining a predetermined advertisement charge for the local advertisement,

wherein the advertisement charge is determined with consideration of

frequency of page view or reference of the selected search item.

18.   **(currently amended)** A method for providing local information search results in

response to a search request input through a communication network by a searcher

utilizing a keyword, the method comprising the steps of:

receiving a first local information comprising at least a location information of the

searcher related the searcher from the searcher and storing the received first local

information;

maintaining the first local information;

maintaining a database including a plurality of search items related to a network

information provider, wherein each search item of the plurality of search items includes

a keyword, and at least one keyword of the plurality of keywords is a local keyword

related to a local information of the network information provider,

wherein the local keyword is differently selected depending on

region with consideration of characteristics of the region;

receiving a search request from the searcher **utilizing the keyword**;

identifying one or more search items related to the keyword that match the

search request from the searcher, and when the keyword that matches the search

request is the local keyword, identifying search items related to the local keyword and

selecting search item related to the local information of the network information provider

matched to the first local information, among the identified search items; and

arranging at least a part of the search items according to a predetermined search

item arranging method in arranging the selected search items.

19.   (canceled)

20.   (currently amended) A system for providing local information search results in response to a search request input through a communication network by a searcher **utilizing a keyword**, the system comprising:

a local information processing part for receiving the first local information for searching from the searcher and storing the first local information;

a search request receiving part for receiving a search request from the searcher **utilizing both the keyword and the maintained first local information related to the searcher**;

a storing part for storing a plurality of search items related to a network information provider and relating the search item to a keyword and the second local information related to the network information provider;

a search performing part for identifying search item related to a keyword that meets the search request and selecting a search item related to the second local information matched to the first local information, among the identified search items, in response to the search request, wherein the second local information matched to the first local information comprises both the second local information that is in agreement with the first local information and the second local information that is closely related to the first local information; and

a search results providing part for arranging the selected search items according to a predetermined search item arranging method.

21.   (original) A computer-readable recording medium, in which a program for implementing a method according to claim 1 in a computer, is recorded.

22.   (new) The method according to claim 1, wherein the second local

information that is closely related to the first local information comprises at least

one of closely related location information, closely related cultural information,

closely related social information, and closely related environmental information.

23.   (new) The method according to claim 15, wherein the second local

information that is closely related to the first local information comprises at least

one of closely related location information, closely related cultural information,

closely related social information, and closely related environmental information.

24.   (new) The method according to claim 20, wherein the second local

information that is closely related to the first local information comprises at least

one of closely related location information, closely related cultural information,

closely related social information, and closely related environmental information.